

S  
370.193  
P11b+e  
1986

**B+E=ED**

(Business + Education = Economic Development)

PLEASE RETURN

HELENA, MONTANA 59620

# **Conference Summary and Resource Guide**

STATE DOCUMENTS COLLECTION

FEB 8 1988

MONTANA STATE LIBRARY  
1515 E. 6th AVE.  
HELENA, MONTANA 59620



Report Prepared By:  
*Office of Public Instruction*  
*Ed Argenbright, Superintendent*  
*Helena, Montana 59620*  
and  
*Montana Council on*  
*Vocational Education*  
*Helena, Montana 59620*

JUL 20 1988  
OCT 17 1988  
AN 2 - 1991  
MAY 19 1993

**Montana Council on  
Vocational Education**

**Dr. Jon Jourdonnais, Great Falls**  
Represents: Business

**Duane Gebhardt, Cascade**  
Represents: Secondary Vo-Ed

**Ralph O. Godtland, Butte**  
Represents: Industry

**James Schultz, Lewistown**  
Represents: Secondary Vo-Ed

**Senator George McCallum, Chairman, Plains**  
Represents: Small Business

**Dr. Dennis Lerum, Missoula**  
Represents: Postsecondary Vocational Education

**Dr. Robert Hokom, Miles City**  
Represents: Postsecondary Vocational Education

**Patricia Kercher, Great Falls**  
Represents: Career Guidance and Counseling

**Colonel Gordon Simmons, Missoula**  
Represents: Special Knowledge

**Representative Melvin Williams, Laurel**  
Represents: JTPA Private Sector

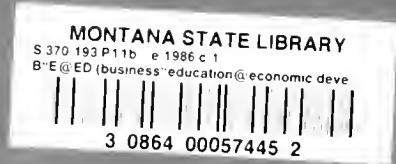
**Glenn A. Roush, Cut Bank**  
Represents: Labor

**Avis Ann Tobin, Helena**  
Represents: Agriculture

**Howard Williams, Helena**  
Represents: Labor

**William C. Olfert**  
Executive Director

**Kathleen Mollohan,**  
Conference Coordinator



**Office of Public Instruction  
Vocational Education Staff**

**Assistant Superintendent,**  
Gene Christiaansen

**Agriculture/Apprenticeship Education Specialist,**  
Leonard Lombardi

**Business & Office Specialist,**  
Marion Reed

**Community Partnership Specialist,**  
Kathleen Mollohan

**Guidance Specialist,**  
Judy Birch

**Home Economics & Consumer Education Specialist,**  
Mary McAulay

**Human Potential Development Specialist,**  
James Whealon

**Marketing Education/JTPA Specialist,**  
Roger Swearengen

**State Plan/Research/Reports Specialist,**  
Robert Ruthemeyer

**Trade and Industry Specialist,**  
Jeffrey Wulf

**Adult Education Specialist,**  
Vacant

# TABLE OF CONTENTS

Introduction .....	1
Conference Agenda.....	2
Showcase Sessions.....	4
Excerpts from Welcoming Remarks by Governor Ted Schwinden.....	8
Keynote Speaker.....	10
Featured Speakers.....	12
Resources:	
Speakers and Panelists.....	15
Showcase Presenters.....	16
Exhibitors .....	17
Conference Participants.....	18
School-Business Partnership Materials.....	21
Additional Resources.....	24
An Analysis by the Montana Council on Vocational Education.....	26
Conference Evaluation.....	27
Acknowledgements.....	28

Digitized by the Internet Archive  
in 2011 with funding from  
Montana State Library

<http://www.archive.org/details/beedbusinesseduc1986moll>

# INTRODUCTION

Late in the summer of 1986, Montana was taking a very close look at the state of its economy. Almost simultaneously, an indepth analysis by Montana's Lee Newspapers and three major conferences revealed serious difficulties that must be reversed if the state is to regain its economic stability. It became clear that, among other potential solutions, a closer relationship between business and education must be established.

Business leaders have learned that a state's commitment to education is a reliable indicator of its support for economic growth. Recent research shows that the quality of public education, pre-school through post-graduate, is and will continue to be a primary measure of business climate attractiveness. While economic development used to depend on the things that minimize a manufacturer's cost—cheap labor, cheap land, anti-labor politics, low taxes or tax breaks, and attractive financial packaging—it is now focused on factors promising an increased quality of life. Employers are seeking out better educated and trained work forces, not cheaper ones. They prefer high quality university research, not lower expenditures on higher education.

Partnerships between business and education are the outgrowth, not of altruism, but of mutual needs. Education needs the experience and expertise of business and industry in order to provide relevant education and training. Business and industry rely on a quality school system to produce and nurture an educated populace.

## **Business + Education = Economic Development, A Statewide Conference**

In response to a growing interest in school/business partnerships, the Office of Public Instruction and the Montana Council on Vocational Education hosted a state conference in September 1986. The purposes of the conference were:

1. To encourage the development of business-education partnerships.
2. To "showcase" present working examples of selected partnerships at the elementary, secondary and postsecondary level.
3. To bring together state, national and international decision makers to discuss the mechanics and long-range benefits of collaboration.
4. To provide information relative to the organization and operation of a variety of joint programs from Montana and around the nation.

From left to right: Superintendent of Public Instruction, Ed Argenbright; Akinori Shimotori, First Secretary, Embassy of Japan, and Assistant Superintendent for Vocational Education, Gene Christiaansen.





# Conference Agenda

**Wednesday, September 17, 1986**

Welcome: State Superintendent Ed Argenbright  
Senator George McCallum, Chairman  
Montana Council on Vocational Education

Opening Remarks: Governor Ted Schwinden

Guest Speakers: Akinori Shimotori, First Secretary  
Embassy of Japan  
Washington, D.C.  
  
Dr. William C. Merwin, President  
Northern Montana College  
Havre, Montana  
  
William M. Oard, President  
Modern Talking Picture Services, Inc.  
St. Petersburg, Florida

Group Discussion with Guest Speakers

Luncheon Address: **The Long Term Job Market Outlook**  
**Dr. Marvin Cetron**, President,  
Forecasting International, Ltd.  
Author of *Jobs of the Future* and *Schools of the Future*,  
Arlington, Virginia

Panel Discussion: ***Partnerships Between Business and Education Promote Educational Excellence***

Dr. William C. Merwin, President  
Northern Montana College

Mr. Rueben Flores, Regional Vice President  
National Alliance of Business  
Seattle, Washington

Dr. Paul DeLargy, Community Education Specialist  
Institute of Community and Area Development  
University of Georgia

Mayor Russ Ritter, City of Helena  
Vice President for Carroll College Relations;  
Chairman-Elect, Montana Chamber of Commerce Board

Mr. Dan Regan, Vice President  
Montana Power Company  
Butte

**Moderator:** Michael Pichette  
Administrative Assistant  
Office of the Governor

Panel Discussion: ***How Business/Education Cooperation Stimulates Economic Development***

Mr. Ron Garbarino, Project For People Program  
Montana AFL-CIO, Butte

Mr. Randle Romney, Branch Manager  
IBM, Helena

Mr. William Oard, President  
Modern Talking Picture Services  
St. Petersburg, Florida  
(Publisher of *Pro-Education Magazine*)

Mr. Steve Huntington, Administrator  
Office of Economic Analysis  
Montana Department of Commerce

Mr. C. Russell Cravens, District Manager  
Public Relations  
Mountain Bell, Helena

*Moderator:* Dr. Dennis Lerum  
Director  
Missoula Vocational-Technical Center

## **Thursday, September 18, 1986**

Guest Speaker: "Understanding the Real Reason for Partnerships in Education"  
**Dr. Donald M. Clark**, President and Chief Executive Officer,  
National Association for Industry/Education Cooperation,  
Buffalo, New York

Luncheon Address: "Looking to the Year 2000"  
**Rueben A. Flores**, Regional Vice President,  
National Alliance of Business, Pacific Northwest Region,  
Seattle, Washington

# Showcase Sessions

(See page 16 for addresses of presenters)

## Agencies in Partnership

*JoAnne Erickson*, Director, Adult and Community Education, Havre Public Schools, Havre, Montana; *Mike Fieldman*, Executive Director, District 4, Human Resources Development Council, Havre.

In rural communities, there may not be businesses with which education can form partnerships; however, all communities have a variety of agencies that provide services. Partnerships among agencies can provide community strength to improve communication and services, spread scarce resources further, and jointly solve community problems. Interagency collaboration confirms that together is better!

## REAL Enterprises—Youth Operated School-based Development

*Dr. Paul F. DeLargy*, Director, REAL Enterprises, University of Georgia, Athens, Georgia.

The School-Based Development Enterprises (SBDE) functions both as a catalyst and an implementing agency for a broad range of needed reforms in education and community development. It is a logical process for integrating rural schools (and other schools) into the economic development of their communities.

The functions of an SBDE are to:

- own and operate businesses or provide services to other productive enterprises in a local community, primarily using students supervised by school faculty;
- generate or attract income-producing opportunities to the community;
- serve as a coordinator of local development efforts;
- train young people in entrepreneurial skills;
- stimulate the development of social services that respond to local needs, interests, and circumstances.

## Bringing Vocational Students and Business Together—Lehigh Project

*Stephen Denby*, Senior Executive Officer, Vocational Industrial Clubs of America, Inc., Leesburg, Virginia.

This presentation focused on the use of the Vocational Industrial Clubs of America as a vehicle to bring business and industry leaders together with vocational students. The purpose of this project is to motivate vocational students by bringing local business and industry people into face-to-face contact and encouraging business involvement in vocational education. Through the establishment of a district office with a full-time executive, VICA coordinates the involvement of business in the classrooms, contests, awards and recognition programs, and attitudinal development training. This project was piloted in Lehigh Valley, Pennsylvania.

## Customized Training and Economic Development Go Hand in Hand

*William T. Newblom*, Field Representative for Colorado FIRST and Regional Field Representative for State Board for Community Colleges and Occupational Education.

The presentation covered Colorado's experiences with the use of training to help attract new industry to economically depressed areas and to help industry with growth and expansion through job-specific customized training.

## **Selling Programs to Business and Industry**

*Dr. Mike Glenn*, Assistant to the President, College of Southern Idaho, Twin Falls, Idaho; *Jerry Beck*, Director of Continuing Education, Special Programs, College of Southern Idaho, Twin Falls, Idaho.

Today's vocational educator must be an entrepreneur. Due to the rapid changes in technologies and the educational market, vocational leaders at all institutions must look at selling programs and services to industry.

This workshop came right to the heart of developing partnerships. Topics included such items as understanding business and industry; establishing an institutional commitment; developing a curriculum model; and implementing contracts that work.

Dr. Mike Glenn and Jerry Beck shared their secrets, processes, and procedures that have allowed them to gain many national and state program awards in working with business and industry.

## **Small Business Assistance Center**

*Cliff Olson*, Director, Small Business Development Center, Missoula Vo-Tech Center, Missoula, Montana.

This presentation outlined the development of a small business assistance center through a vo-tech center. Mr. Olson described how the need was established and how the assistance is provided. Assistance includes classes, workshops, one-on-one counseling, small business management programs, and a computer lab for business applications.

## **Community T.V. and You**

*Harley Paulson*, Community Education Director, Libby Public Schools, Libby, Montana.

Learn how you or other members of the community can use T.V. for education, entertainment, publicity, and the democratic exchange of ideas and information. Libby Community T.V. (LCTV) was established as a school/business partnership to encourage the development of public access to television. The organizational structure and staffing, funding, activities and accomplishments were outlined in enough detail to allow other interested communities to develop a similar T.V. opportunity. Development strategies and benefits to the partners were also covered from a pragmatic point of view.

## **PEP (Personal Economics Program)—Montana Bankers Association**

*Michelle L. Patterson*, Director of Education, Montana Bankers Association, Helena, Montana; *Michael J. Dalton*, Executive Vice President, Valley Bank, Helena, Montana.

The Personal Economics Program is a volunteer effort—of bankers working with educators to supplement educational programs by making presentations on topics such as personal finance, banks and banking, and the financial system. PEP is a renewed effort on the part of commercial banks to encourage economic education in the most practical sense.

## **Working With General Motors**

*Russell Weik*, College Coordinator, General Motors Training Center, Denver, Colorado.

This session explained the Automotive Services Education Program (ASEP), an associate degree automotive program designed to upgrade the technical competence and professional level of the incoming dealership technician. Mr. Weik discussed how to obtain GM components and vehicles for educational purposes, how to be included in training on the latest products at the GM remote training locations, and how to obtain the training reference manuals used in all GM classes.

## **Business/School Partnerships in Action**

*Louise Wasson, Ph.D., Career Ed/PIPE Consultant, Seattle Public Schools Occupational Education, Seattle, Washington.*

The presentation described programs and services that can be initiated and maintained through a business/school partnership program. Many examples were from PIPE (Private Initiatives in Public Education), a collaborative effort of the Seattle School District and the Seattle Chamber of Commerce. The presentation covered the organization of the following partnership activities:

- internships in business
- individual school partnerships
- community resource bank
- community-based instruction
- guest lecturer programs
- career days
- curriculum enhancement

## **Customized Job Training Program**

*Jim Graham, Former Assistant Director, Butte Vo-Tech Center, Butte, Montana; Ronald Garbarino, Site Coordinator, Montana State AFL-CIO, Butte, Montana.*

This presentation described the cooperation of business, government, education, Job Service and labor in sponsoring job training programs.

## **Safety in Logging: Working Together to Solve a Problem**

*Mr. Bud Clinch, Safety Director, Montana Logging Association, Kalispell, Montana; Mr. Jim Simpson, Logging Manager, Champion International Corp., Libby, Montana; Dr. Chuck Corrigan, Associate Dean, Flathead Valley Community College, Kalispell, Montana.*

A program will begin in October to assess work practices of currently employed sawyers (timber fallers) and to provide on-the-job training for those whose practices and/or equipment need upgrading. A pre-service training program for new sawyers began in March to supply trained personnel for the 1987 job market. Representatives of a major lumber corporation, the association of logging contractors, and a local community college have joined forces to solve a safety training problem which threatens the future of the industry.

## **A Cooperative Respiratory Therapy Program**

*Leonard Bates, Director, Respiratory Therapy, Great Falls Vo-Tech, Great Falls, Montana.*

The Great Falls Vo-Tech has developed a program which is helping to meet the needs of Montana's hospitals and businesses for Respiratory Therapists and Technicians. This program is successful only because of cooperation between a vo-tech center, a Catholic college and several hospitals and businesses.

## **Establishing a Business and Professional Development Program**

*Kathleen Hughes, Director, Community Education, Flathead Valley Community College, Kalispell, Montana; Charles Corrigan, Associate Dean, Occupational Education, Flathead Valley Community College, Kalispell, Montana.*

This presentation emphasized the "how-to's" of starting a community college business and professional development program and explained the mutual benefits for both the college and the business community. Topics included contract training, short courses and seminars, and custom-designed programs. Sample formats for contracts, advertising, pricing, checklists and evaluations were provided. Emphasis was on procedures and guidelines for an effective program with business and industry.

## **Professional Theater and Curriculum Enrichment**

*John Hosking*, President, Artistic Director; *Gwyn Jahnke*, Actor; *John Barsness*, Business Manager, Vigilante Players, Inc., Montana State University, Bozeman, Montana.

This session looked at the cooperation of the arts, humanities, and private business in the creation of programs which strengthen curriculums in participating schools. The Vigilante Players described their experience with combining funding sources which accomplish the goals of the agencies involved, the company, and schools in Montana. Current programs were outlined, and an excerpt from a play about domestic violence in rural families was read.

## **The Specialized Vocational Training Project: Partnership in Special Needs Vocational Education**

*Stephen White*, Project Director, Specialized Vocational Training Project, Great Falls Vo-Tech Center, Great Falls, Montana.

The Specialized Vocational Training Project is a new approach to the old problem of unemployment and underemployment of the disabled. The process—born through the partnership of business, providing the knowledge of required vocational competencies needed to be successful in 10 entry level occupations and education, providing the monetary support, curriculum development, and personnel—has established a bridge between employers seeking trained workers and disabled students seeking realistic and permanent employment.

## **Aviation Education and Intern Program**

*John D. Jacob*, Aviation Education Facilitator, Federal Aviation Administration, Cut Bank, Montana.

Mr. Jacob described the business/industry linkages internship program. He provided information about setting up a mentorship program in the schools. Program forms, a teacher-sponsor booklet, a mentor booklet, and an intern booklet were available. Mr. Jacob discussed the need for aviation education and presented a short film.

## **Business Week in Montana**

*Jim Hughes*, District Staff Manager, Public Affairs for Mountain Bell, and President of Montana Council on Economic Education.

Held annually the last five years at Montana State University, Business Week is a week-long learning experience in which high school students, educators, business leaders and university professors join together to investigate our free enterprise system. It is a partnership effort of business, MSU, Council on Economic Education and the Office of Public Instruction, all cooperating to design and present the curriculum, handle logistics and secure funding. Each of the 250 annual participants attends on a full \$225 scholarship covering all program costs. The scholarships are provided by businesses, individuals and civic clubs from all over the state. Mr. Hughes made a slide tape presentation and discussed the benefits, both to students and to the businesses operating in the program. Mr. Hughes also explained the role of the Montana Council on Economic Education.

# **Excerpts From Welcoming Remarks by Governor Ted Schwinden**

## ***Business + Education = Economic Development***

Your presence is an expression of a conviction I'm sure we all share: that the economic development Montanans want will be a prosperity born of good minds and skilled people doing work that is both challenging and rewarding. That prosperity requires a commitment to the kind of training and education that ultimately has to constitute an economic advantage for Montana businesses. Close cooperation is required between educators and business people, because together they will have to try to determine what skills we need in our work force and, once those needs are determined, we will have to design school programs that will teach those skills so that both the academic and the business community will be benefited. Schools will have to graduate students with better economic prospects and businesses would then be able to hire workers who require less training in order to reach the level of productivity we need to survive in an increasingly competitive global economy.



The examples that will be showcased in this conference and the ideas that you will generate and discuss will probably range from the controversial to the mundane and from the minute to the grandiose. I hope every school official is able to leave here at the end of the conference with at least one specific idea on how to begin to build a better partnership with the private sector. And I hope that every representative of the private sector who is here today is able to leave knowing that school officials in Montana are not only open to their suggestions, but willing to extend the hand of closer cooperation.

We all recognize that public education is much more than simply providing trained workers for our economy. Conference organizers have made no assumptions that the body of cultural, historical and scientific knowledge that schools impart to succeeding generations should be discarded or, I suspect, even altered significantly. What we are hoping, the joint sponsors of this conference, is that it will tie together the energy and resources of both education and of business and, in the process of pulling together that tremendous energy, stimulate a variety of efforts to help the people of this state chart their own economic future. I've never had any indication that Montanans want to do anything else but guide their own future.

We have had a number of recent forums on the Montana economy—most recently provided by the University System in Helena, and by a remarkable conference attended by over 100 business people from around the state, in Butte. We've had nationally recognized authorities, like David Birch and Neil Pierce, to stress that Montanans need to work together if, indeed, we are going to build our own future. Dr. Birch, a respected MIT researcher, spoke about the need for entrepreneurship in our state. That was ironic, I think, in a state which is so new in its history, and whose history was created by some of the most risk-taking entrepreneurs that the West has

seen—people who came here looking for homesteads, looking for gold: all entrepreneurs in the best sense. We need more people who are entrepreneurs, people who are willing to take risks, willing to invest in new ideas if we are to provide the climate that encourages growth and the jobs that we have to have in this state and in our region in the 21st Century.

The one arm of government that may be able to do something really tangible to meet that need is education. School partnerships with business, I think, are going to result in a growing number of young adults who are infused with entrepreneurial spirit as they see it working in their communities as they get the educational tools that make them appreciate their own chances. If we can do that, maybe we can get these students to fill the gap that people like Dr. Birch talk about.

Under the broad umbrella of “Build Montana,” which got broad-based support in 1983, state government has instituted a range of innovative programs to improve the environment that greets potential entrepreneurs. We have business assistance, marketing feasibility, and venture capital programs that didn’t exist here three or four years ago. Perhaps, in the long run, one of the most exciting things that has been done, even in a time of budgetary stress, was the 1985 approval by the legislature of our proposal for a Science and Technology Alliance: a coming together of state private sector resources with the academic community and the research tools that they have.

Neil Pierce, an editor of the *National Journal*, and a man who specializes in issues of state and local government, attended last week’s university-sponsored forum. He said “Montana needs business leaders who will work with the University System to harness its enormous potential to help move the state forward.” He recommended a partnership of government, education and business to provide the necessary leadership.

I look forward personally to hearing the ideas you will be discussing over the next two days. While it is unlikely that any one specific partnership that results from this conference will transform Montana overnight into an industrial Mecca or guarantee unprecedented prosperity, I think we can make progress. The widespread commitment to better schooling, better economic understanding and, most of all, an appreciation of the importance of cooperation, will be a critical step in creating the kind of future we in Montana would like to see.

# Keynote Speaker

**Dr. Marvin Cetron, Author and President  
of Forecasting International**

Montana has the sixth highest A.C.T. (American College Testing) scores in the United States, is seventh in graduation rate, and 13th in pupil/teacher ratio. But it was third from the bottom in teacher pay increases last year. Marvin Cetron, internationally respected forecaster, used these and other statistics in his September 17th address to illustrate the nature of the economic problems facing Montana. Last year, we had a population increase of 4.7 percent as compared to the U.S. average of 3.3 percent. On the other hand, we are far below the national average in rate of employment. Dr. Cetron's conclusion is that the quality of life in Montana attracts people to move here; but without jobs and sufficient wages, we will eventually lose our best people, and the brightest kids will go outside the state to find jobs.

By far the majority of jobs in the United States (85 percent going to 90 percent) come from small businesses. Of all 50 states, Montana is third from the bottom in small business starts, and last in the growth of new businesses. In Dr. Cetron's assessment, states showing the healthiest economic growth are those with a commitment to education, including high-tech vocational education, respectable salaries for teachers, and school-business partnerships.

In his book, *Schools of the Future*, published in 1985, Marvin Cetron discusses how American business and education can cooperate to save our schools and bolster the nation's economy. In his opinion, "...partnerships between business and schools will be a pervasive part of the daily operations in most school districts by the 21st Century." He summarizes the implications this way:

- Teacher certification requirements need to become more flexible to allow for experts outside of the educational structure to teach special classes. Educators will still review course content and evaluation procedures.
- Industry and business people will teach full- or part-time in the public schools. Schools will develop special programs to select those who will be best able to teach.
- Businesses will provide schools with equipment, personnel, and some funds—money paid for services.
- More business and professional people will take a greater interest in running for school boards and participating in other areas of school governance.
- Schools and businesses must specify their separate and mutual responsibilities in each new partnership to avoid frustration.
- Curriculum must be updated continually so schools can prepare students for newly created careers in business and industry.
- Schools will have to develop policies, programs, and facilities that will allow them to move into the area of retraining workers.



- If schools cannot immediately incorporate training programs, they will be able to use interactive cable to connect students to schools that can.
- Schools will increasingly be seen as full partners in any substantive community endeavors.
- Community coalitions will bring understanding and cohesiveness to school/business partnerships and other community efforts.
- Businesses will have to develop ways to cover for employees who are volunteering in schools, teaching or taking classes.
- Schools will need to ensure—and communities must demand—that education creates good citizens as well as good employees.
- School/business partnerships must overcome such real-world concerns as unemployment rates, the cost of equipment for education, the size of the community, and availability of business partners. The best hope is regionalizing—combining with other educational institutions, such as community colleges, and with other school districts, possibly through service agencies.

# Featured Speakers

*Akinori Shimotori*, First Secretary, Embassy of Japan, Washington, D.C.

In February 1985 Japan's Council on Science Education and Industrial Education issued a report on the future of vocational education, and made two recommendations:

1. Since 94 percent of students go to senior high schools, these high schools need a more flexible curriculum.
2. We must teach students how to process information and use administration skills. These should be the core of vocational education.



*William C. Merwin*, President, Northern Montana College, Havre, Montana

The new locational criterion for business—what attracts businesses to a new area—is no longer a low tax structure, anti-labor legislation, tax incentives, and tax breaks. They are now interested in the quality of life, clean air and water, a good educational system, colleges and universities. They want computers and telecommunication systems at hand, and they want colleges and universities to train, retrain and retrain again the work force.

Higher education won't be able to do what's expected of it in the next ten years without strong linkages with the business community. Education will have to become more aggressive in creating linkages.



*William M. Oard, President, Modern Talking Picture Services, Inc., St. Petersburg, Florida*

We are now seeing a climate of considerable business interest in education, and a willingness to devote time and talent to it well beyond anything we've known in the past. But partnerships are not a substitute for adequate public funding. Their real value lies in new, previously unavailable opportunities for students. The most effective cooperation occurs locally where there is a permanent, recognized, operating body functioning as an industry/education council, staffed by a full-time person, and involving community leadership from business and education.

Major corporate partnerships conducted on a national scale, involving large corporations in improving the educational process include: Proctor and Gamble; Phillips Petroleum, Shell, AMOCO, EXXON, and Chevron oil companies; Edison Electric Institute; Pizza Hut; American Express; and IBM Corporation.

*Donald M. Clark, President and Chief Executive Officer, National Association of Industry/Education Cooperation*

School improvement cannot be carried out by educators alone. Developing a more responsive academic and vocational program in public/postsecondary education requires industry's direct participation in planning, curriculum development, inservice training of school personnel, upgrading instructional materials and equipment and improving efficiency in educational management.

For industry and education representatives to change the total school program, there must be a formal structure in place. In other words, establishing a broad-based mechanism, such as an industry-education council composed of area leaders from industry (business, labor, government and the professions) and public/postsecondary education, is the first step in a partnership directed at school improvement. An industry-education coordinator with an education background is the key staff component in the partnership.



*Rueben A. Flores*, Regional Vice President, National Alliance of Business, Seattle, Washington

We need to be particularly aware of the importance of doing a better job in the public schools to reach at-risk students, to keep them in school and see that they graduate with real, marketable skills. Business must realize its stake in education and training for young people, that it is in danger of not getting the workers it needs. Business must also realize what it can do to ensure that a trained work force is available.

Training and retraining already costs private industry some \$30 to \$40 billion a year. We need to build on this foundation to create an expanded public/private partnership that will take advantage of the resources of business, labor, education, and government employment and training programs. A closer integration of public and private training expertise and facilities would help assure workers that they will be able to acquire new skills and, if necessary, new careers. Such a program could greatly assist small business, which leads to the creation of new jobs but at the same time has limited capacity for training.





# RESOURCES

## Speakers and Panelists

Dr. Marvin Cetron  
President  
Forecasting International Ltd.  
P.O. Box 1650  
Arlington, VA 22210

Mr. Akinori Shimotori  
First Secretary  
Embassy of Japan  
1520 Massachusetts Ave. N.W.  
Washington, D.C. 20008

Mr. Rueben A. Flores  
Regional Vice President  
National Alliance of Business  
427 Skinner Building  
1326 5th Avenue  
Seattle, WA 98101

Dr. Donald M. Clark  
President  
National Association for  
Industry-Education Cooperation  
235 Hendricks Boulevard  
Buffalo, NY 14266

Mr. William M. Oard  
President  
Modern Talking Picture  
Services, Inc.  
5000 Park Street North  
St. Petersburg, FL 33709

Dr. William C. Merwin  
President  
Northern Montana College  
Havre, MT 59501

Mr. Steve Huntington  
Administrator  
Office of Economic Analysis  
Department of Commerce  
1424 Ninth Avenue  
Helena, MT 59620

Mr. Ron Garbarino  
AFL-CIO  
Project Challenge  
55 West Granite  
Butte, MT 59701

Mr. Randle Romney  
Branch Manager  
IBM Corporation  
100 North Park Avenue  
Helena, MT 59601

Mr. C. Russell Cravens  
District Manager  
Public Information  
Mountain Bell  
P.O. Box 1716  
Helena, MT 59624

Dr. Dennis Lerum (Moderator)  
Director  
Vo-Tech Center  
909 South Avenue West  
Missoula, MT 59801

Paul F. DeLargy, Ed.D  
Community Education Specialist  
Center for Community Education  
The University of Georgia  
300 Old College  
Athens, GA 30602

Mr. Russ Ritter  
Vice President for College Relations  
Carroll College  
Helena, MT 59601

Dr. Dan Regan  
Vice President  
Consumer Services, Conservation  
and Industrial Marketing  
Montana Power Company  
40 E. Broadway  
Butte, MT 59701

Mr. Mike Pichette (Moderator)  
Governor's Office  
State Capitol  
Helena, MT 59620

# Showcase Presenters

Ms. Louise Wasson  
Career Education Coordinator  
Seattle School District  
Broadview-Thompson School  
13052 Greenwood North  
Seattle, WA 98117

Paul F. DeLargy, Ed.D.  
Community Education Specialist  
Center for Community Education  
The University of Georgia  
300 Old College  
Athens, GA 30602

Mr. R. J. Weik  
General Motors College  
Coordinator  
General Motors Training Center  
2170 South Dahlia Street  
Denver, CO 80222-5198

Mr. Bill Newblom  
Northeast Region Field Rep.  
State Board of Community Colleges  
and Occupational Education  
1313 Sherman Street, Room 215  
Denver, CO 80203

Michael R. Glenn, Ed.D.  
College of Southern Idaho  
P.O. Box 1238  
Twin Falls, ID 83301

Mr. Gerald Beck  
College of Southern Idaho  
P.O. Box 1238  
Twin Falls, ID 83301

Mr. Stephen Denby  
Senior Executive Officer  
Vocational Industrial Clubs  
of America, Inc.  
Box 3000  
Leesburg, VA 22075

Mr. John Jacob  
Flight Service Station Operator  
FAA Flight Service Station  
P.O. Box 309  
Cut Bank, MT 59427

Mr. John Barsness  
Business Manager  
Vigilante Players  
Department of Theater Arts  
Montana State University  
Bozeman, MT 59717

Ms. Kathy Hughes  
Director  
Business & Professional  
Development Program  
Flathead Valley Comm. College  
Kalispell, MT 59901

Mr. Cliff Olson, Director  
Small Business Development  
Center  
Missoula Vo-Tech Center  
909 South Avenue West  
Missoula, MT 59801

Mr. Leonard Bates  
Health Occupations Department  
Great Falls Vo-Tech Center  
2100 16th Avenue South  
Great Falls, MT 59405

Dr. Harley Paulson, Director  
Community Education  
Libby Public Schools  
111 E. Lincoln Blvd.  
Libby, MT 59923

Ms. Michelle Patterson  
Personal Economics Program  
Montana Bankers Association  
One Last Chance Gulch  
Helena, MT 59601

Ms. Joanne Erickson, Director  
Adult and Community Education  
Havre Public Schools  
P.O. Box 779  
Havre, MT 59501

Mr. Steven White, Director  
Specialized Vocational Training  
Project  
Great Falls Vo-Tech Center  
2100 16th Ave. South  
Great Falls, MT 59405

Mr. Jim Hughes  
District Staff Manager  
Public Affairs  
Mountain Bell  
Box 1162  
Helena, MT 59624

Mr. Mike Fieldman  
Executive Director  
District 4 HRDC  
Havre, MT 59501

Mr. James Graham  
2406 Gladstone  
Butte, MT 59701

Dr. Charles J. Corrigan  
Associate Dean  
Occupational and Continuing  
Education  
Flathead Valley Comm. College  
Kalispell, MT 59901

# Exhibitors

Barb Olson  
Co-Op Education Internship  
Program  
University of Montana  
Missoula, MT

Wing Spooner  
Montana Power Company  
Butte, MT

Jerry Christison  
U.S. Small Business  
Administration  
Helena, MT

Don Clark  
National Association for  
Industry-Education Cooperation  
Buffalo, NY

Alice Tully  
Montana Hugh O-Brian Youth  
Foundation, Inc.

William Oard  
Modern Talking Picture  
Service, Inc.  
St. Petersburg, FL

Ms. Pat Barry  
National Center for Research  
in Vocational Education  
Ohio State University

Juanita Sybert  
Montana Association of Adult  
and Community Education

Helen White  
National Alliance of Business  
Clearinghouse  
Washington, D.C.

Julie Cook  
Montana Arts Council  
Artists in the Schools Program  
Helena, MT

Gene M. Harris  
Armed Services Vocational  
Aptitude Battery (ASVAB)  
Butte, MT

Mary E. McAulay  
Jeff Wulf  
Vocational Student Organizations  
Office of Public Instruction  
Helena, MT

Constance Enzweiler  
Montana Career Information  
Service

Jeff Wulf  
Principles of Technology Project  
Office of Public Instruction  
Helena, MT

Dan Merenda  
Connie Spinner  
National School Volunteer  
Program, Inc.  
Alexandria, VA

Laura Bono  
National School Public  
Relations Association  
Arlington, VA

Bob Gilbert  
Montana Woolgrowers Assoc.  
Helena, MT

Nina Baucus  
Ag in Montana Schools  
Wolf Creek, MT

Carol Zitney  
Montana Council on Economic  
Education  
Montana State University  
Bozeman, MT

Bill Newblom  
Colorado FIRST  
Denver, CO

Cliff Olson  
Small Business Development  
Center  
Missoula Vo-Tech Center  
Missoula, MT

Michelle Patterson  
Personal Economics Program  
Montana Bankers Association  
Helena, MT

Jim Graham  
Customized Job Training  
Butte, MT

John Barsness  
Vigilante Players  
Montana State University  
Bozeman, MT

John Jacob  
Federal Aviation Administration  
Flight Service Station  
Cut Bank, MT

Jim Hughes  
Business Week

Gloria Gregg  
Montana Center for Community  
Education  
Montana State University  
Bozeman, MT

John Zavalney  
Montana Department of Labor  
Helena, MT

# Conference Participants

Jack Adkins  
Superintendent  
Sidney Public Schools  
Sidney, MT

Charlet Sue Beland  
Co-op Coordinator/Business  
Dept. Head  
Park High School  
Livingston, MT

Donna Berkhof  
World of Work Counselor  
Adult Education Center  
Great Falls, MT

Paul B. Blomgren  
Retired  
SCORE  
Big Arm, MT

Rand Bradley  
Superintendent  
Froid Public Schools  
Froid, MT

Roger E. Britton  
Superintendent  
Whitewater High School  
Whitewater, MT

Dr. James Burk  
Director of Education  
Mountain View School  
Helena, MT

Jim Burns  
Veterans Ed Specialist  
Office of Public Instruction  
Helena, MT

Dr. Alex Capdeville  
Director  
Helena Vo-Tech Center  
Helena, MT

James Caravello  
Fort Peck Comm. College  
Poplar, MT

Kevin Carlson  
Northern Montana College  
Havre, MT

Dr. B. Keith Chambers  
Superintendent  
Bozeman School Dist. No. 7  
Bozeman, MT

Linda Cotton  
Vo-Ed Instructor  
Cascade Public Schools  
Cascade, MT

Ty Cotton  
Counselor  
Cascade Public Schools  
Cascade, MT

Cynthia Denton  
Business Ed Teacher  
Hobson Public School  
Hobson, MT

J. Jeffrey Dietz  
Director  
Billings Vo-Tech Center  
Billings, MT

Joan Dolezal  
Manager, Control & Personnel  
Federal Reserve Bank  
Helena, MT

Dr. Roger F. Eble  
Superintendent  
Helena Public Schools  
Helena, MT

Constance Enzweiler  
Service Manager  
Montana Career Info Center  
Helena, MT

Daniel J. Ferriter  
Assistant Director  
Butte Vo-Tech Center  
Butte, MT

Linda Fossen  
Director/Student Services  
Northern Montana College  
Havre, MT

Loran Frazier  
Assistant Superintendent  
Great Falls Public Schools  
Great Falls, MT

Mike Fuller  
Restaurant Owner/PIC Council  
Kalispell, MT

Don Gordineer  
Community Active/Ed. Coord.  
School Dist. 1 and 17H  
Hardin, MT

Dr. Gloria A. Gregg  
Director  
Center for Community Ed.  
Montana State University  
Bozeman, MT

Rod Hagan  
Bus. Teacher/Adm. Assist.  
Judith Gap High School  
Judith Gap, MT

Barbara Hardy  
Placement Specialist  
NRM Easter Seal Society  
Great Falls, MT

Gene M. Harris  
ASVAB Test Specialist  
Butte Military Entrance  
Butte, MT

Yvonne Hauwiler  
Community Ed. Supervisor  
Bozeman Public Schools  
Bozeman, MT

Phyllis Hemstad  
Bus. Teacher/Dept. Chairman  
Great Falls High School  
Great Falls, MT

Pam Higgins  
Emp. & Training Director  
HRDC District 6  
Lewistown, MT

Robert Hockett  
Dean  
School of Technology  
Northern Montana College  
Havre, MT

Shirley Isbell  
County Superintendent  
Hill County  
Havre, MT

Barbara Keim

Dennis D. Kimzey  
Superintendent/Principal  
Beaverhead County High School  
Dillon, MT

Robert Kloss  
St. Labre Indian Cath. School  
Ashland, MT

Emy LaBeau  
Director  
YWCA Women's Center  
Billings, MT

John Lee  
Acting Supt./Principal  
Box Elder Schools  
Box Elder, MT

Terry Lilletvedt  
Coordinator, Co-op Ed.  
Northern Montana College  
Havre, MT

Leonard Lombardi  
Agriculture Ed. Specialist  
Office of Public Instruction  
Helena, MT

Helen Loney  
County Superintendent  
Cascade County  
Great Falls, MT

Ron Lukenbill  
NDN State Facilitator  
Office of Public Instruction  
Helena, MT

Rita Martens  
Community Ed Director  
Forsyth Public Schools  
Forsyth, MT

Lynn Mavencamp  
Superintendent  
Gardiner Public Schools  
Gardiner, MT

Mary E. McAulay  
Home Ec/Consumer Ed. Specialist  
Office of Public Instruction  
Helena, MT

Lillian McCammon  
Business Instructor  
Helena High School  
Helena, MT

Fred McKee  
Director  
Development and Planning  
Miles Community College  
Miles City, MT

Dorothy A. McVeigh  
Instructor  
Missoula Vo-Tech Center  
Missoula, MT

Linda Merrick  
Business-Office Teacher  
Flathead High School  
Kalispell, MT

Daniel A. Miller  
Personnel Manager  
Champion International  
Libby, MT

Russell E. Miller  
Administrative Officer  
USDA Forest Service  
Lolo National Forest  
Missoula, MT

Kent Mollohan  
Development Officer  
Rural Empl. Opportunities  
Helena, MT

Claudette Morton  
Executive Secretary  
Board of Public Education  
Helena, MT

Thomas L. Mowen  
Business Manager  
Box Elder School  
Box Elder, MT

Bill O'Connor  
Prof. of Business  
Western Montana College  
Dillon, MT

Barb Olson  
Cooperative Education  
University of Montana  
Missoula, MT

Jim Opitz  
Counselor  
Helena Vo-Tech Center  
Helena, MT

Dr. Paul H. Palm  
Assistant Superintendent  
Havre Public Schools  
Havre, MT

Annette Palmgren  
Job Placement Specialist  
Missoula Comm. Hospital  
Rehabilitation Center  
Missoula, MT

Dr. William Patton  
School of Education  
University of Montana  
Missoula, MT

Nancy Peterson  
Business Instructor  
Great Falls Vo-Tech Center  
Great Falls, MT

Mark Pippin  
Assoc. Professor of Business  
Western Montana College  
Dillon, MT

Marion Reed  
Business/Office Ed. Specialist  
Office of Public Instruction  
Helena, MT

Jim Reno  
Adult Education Director  
Billings Public Schools  
Billings, MT

Joe Roberts  
Assistant Superintendent  
Missoula County High Schools  
Missoula, MT

Conrad Robertson  
Superintendent  
Columbus Public Schools  
Columbus, MT

Fred Robinson  
VICA Advisory Council  
Helena, MT

Dennis Roseleip  
Principal  
Cut Bank High School  
Cut Bank, MT

Harley R. Ruff  
Community Ed. Coord.  
Conrad Public Schools  
Conrad, MT

Dale Sailer  
Superintendent  
Bainville Public School  
Bainville, MT

Elaine Schlenker  
Volunteer/Adult Ed. Tch/Coord.  
Bozeman Public Schools  
Bozeman, MT

Larry Schulz  
Federal Projects Director  
Flathead School Dist. No. 5  
Kalispell, MT

Karen Sexton  
Principal  
Ray Bjork/Lincoln Elem Sch.  
Helena, MT

Ray Shackelford  
Deputy Superintendent  
Office of Public Instruction  
Helena, MT

Van Shelhamer  
Asst. Prof. Ag & Indus. Ed.  
Montana State University  
Bozeman, MT

Dick Sirokman  
Superintendent  
Valier Public Schools  
Valier, MT

Denise Solko  
Assoc. Prof. of Business  
Western Montana College  
Dillon, MT

E. Wing Spooner  
Director  
Consumer Ed. Services  
Montana Power Company  
Butte, MT

Shirley Spurgeon  
School/Community Liaison  
Vocational Education  
Flathead High School  
Kalispell, MT

Paul Stengel  
Superintendent  
Custer County HS District  
Miles City, MT

Dr. Gary Steuerwald  
Business Manager  
Billings Public Schools  
Billings, MT

Dr. Rick Stuber  
Superintendent  
Culbertson Public Schools  
Culbertson, MT

Anthony Tognetti  
Superintendent  
Stevensville Public Schools  
Stevensville, MT

Dee Ann Turck  
Coordinator, Co-op Ed.  
Northern Montana College  
Havre, MT

Tom Upton  
Townsend, MT

Janet VanDyke  
Director, Voc. Services  
Missoula Comm. Hospital  
Rehabilitation Center  
Missoula, MT

Jim VanMeter  
Project Specialist  
Alternative Learning  
Helena, MT

G. Venkatramana  
Physics Instr., Science Dept.  
Northern Montana College  
Havre, MT

Rosalie K. Walsh  
Director  
Career Counsel/Placement  
Carroll College  
Helena, MT

Mark Walton  
State Chairman  
MT Hugh O'Brian Youth Found.  
Missoula, MT

Larry Watson  
Empl. Train. Prog. Manager  
HRDC District 9  
Bozeman, MT

Willard R. Weaver  
Director  
Great Falls Vo-Tech Center  
Great Falls, MT

Sheri Weber  
Job Developer/Inst.  
Career Training Institute  
Helena, MT

Thomas M. Welch  
Ag Tech. Instr.  
Northern Montana College  
Havre, MT

Tess Whalon  
Counselor  
YWCA Women's Center  
Billings, MT

Jim Whealon  
Human Potential Dev. Spec.  
Office of Public Instruction  
Helena, MT

Ranna R. Widdicombe  
Asst. Professor  
Rocky Mountain College  
Billings, MT

Bud Williams  
Conrad Public Schools  
Conrad, MT

Lori Willoughby  
Asst. Prof. Business  
Western Montana College  
Dillon, MT

Jeff Wulf  
Industrial Ed. Specialist  
Office of Public Instruction  
Helena, MT

John Zavalney  
Research Specialist II  
Dept. of Labor & Industry  
Helena, MT

# **RESOURCES**

## **School-Business Partnership Materials Available at the Office of Public Instruction (or can be purchased directly from address listed)**

### **Books and Manuals**

Merenda, Daniel W. and Hunt, Margaret. *Creating and Managing a Corporate School Volunteer Program: A Manual for Program Directors*. National School Volunteer Program, Inc., Suite 320, 701 North Fairfax Street, Alexandria, VA 22314 (\$50), 1983.

American Vocational Association, Inc. *Collaboration: Vocational Education and the Private Sector* (1984 Yearbook of the American Vocational Association). 2020 North 14th Street, Arlington, Va 22201 (\$12), 1984.

McNett, Ian E., ed. *Let's Not Reinvent the Wheel: Profiles of School/Business Collaboration*. Institute for Educational Leadership, 1001 Connecticut Ave., N.W., Suite 310, Washington, DC 20036 (Tilden Press), 1981.

Sockol, Richard and McClain, Thomas. *School/Business Partnerships: A Practitioner's Guide*. Institute for Governmental Services, University of Massachusetts, Amherst, MA 01003, 1978.

National School Public Relations Association. *Business-School Partnerships: A Plus For Kids* (Education USA Special Report), NSPRA, 1801 North Moore Street, Arlington, VA 22209 (\$11.95), 1980.

National School Volunteer Program, Inc. *Partners for the 80's: Business and Education*, 300 North Washington Street, Alexandria, VA 22314, 1981.

Ruffin, Santee C. Jr. *School-Business Partnerships: Why Not? (Laying the Foundation for Successful Programs)*. National Association of Secondary School Principals, 1904 Association Drive, Reston, VA 22091, 1983.

American Council of Life Insurance. *Company-School Collaboration: A Manual for Developing Successful Projects*. Education Services, ACLI, 1850 K Street, N.W., Washington, DC 20006, (free), no date.

Massachusetts Department of Education. *Creating School-Business Partnerships*, 1385 Hancock Street, Quincy, MA 02169, 1983. Note: Contains Massachusetts case studies and school partnership profiles. (Probably free of charge)

Schilit, Henrietta and Lacey, Richard. *The Private Sector Youth Connection, Volume 1: School to Work: A Planning Manual for Educators and Business People* (Reviews 55 tested school-business partnerships and how they did it). Unpublished? (Photocopied and sent to this office by the U.S. Department of Education.)

Council of State Governments. *Forging Links for a Productive Economy: Partnerships Among Government, Business and Education*. P.O. Box 11910, Lexington, KY 40578 (\$15). 1984. Note: The document is a transcript of speeches by presenters at a May 1984 meeting of the Economic Affairs Task Force of the Council of State Governments.

McClain, Thomas and Sockol, Richard. *Community Education/Work Collaboration: A Massachusetts Perspective*. Institute for Governmental Services, University of Massachusetts, Middlesex House, Amherst, MA 01003, 1978. (Includes summary descriptions.)

Nadler, Leonard. *Human Resource Development: The Perspective of Business and Industry*. ERIC Clearinghouse on Adult, Career and Vocational Education, Ohio State University, 1960 Kenny Road, Columbus, OH 43210. 1983.

Schilit, Henrietta and Lacey, Richard. *The Private Sector Youth Connection. Volume 1: School to Work. A Planning Manual for Educators and Business People*. Vocational Foundation, Inc., 44 E. 23rd Street, New York, NY 10010. (\$15), 1982. Note: Contains profile of 55 school/business partnerships: all urban, all high school level.

Tindall, Gugerty and Dougherty. *Partnerships in Business and Education*. Vocational Studies Center, School of Education, University of Wisconsin-Madison, 964 Educational Sciences Building, 1025 West Johnson Street, Madison, WI 53706. June 1984. Note: Contains description of 75 programs funded by JTPA for vocational education and training for handicapped youth.

Chamber of Commerce of the United States. *Business & Education: Partners for the Future*. 1615 H Street, N.W., Washington, DC 20062. (\$15). ("A resource publication for: Business/Chambers of Commerce/Education and Community Leaders.")

## Articles, Bulletins, Papers

"Private Sector Initiatives in Education." *National Association of Secondary School Principals Bulletin*, April 1983, pages 1 through 51.

"Community Outreach." *Learning Trends*. Vol. 1, No. 5, (Alternative approaches to education), pages 4 through 8.

Paper: "Education and Economic Progress. Toward a National Education Policy: The Federal Role." Education Commission of the States, Task Force on Economic Growth, March 23, 1983.

Mann, Dale, "It's Up To You to Steer Those School/Business Partnerships," *American School Board Journal*, October 1984, pages 20 through 26.

Northwest Regional Educational Laboratory "Ideas for Action in Education and Work," November 1984. *Technological Literacy: What Industry Can Offer*. (List of ideas and resources)

Oregon Community Education Association Newsletter, *Ocean*, Vol. 12, No. 3, February 3, 1984: Special issue featuring "Business and Education in Partnership."

"Business and Education: Partners for Excellence. The Proceedings of Five Regional Conferences," April and May, 1984. Proceedings published by the Massachusetts Department of Education.

San Diego County Office of the Superintendent of Schools. "Ideas for Successful School-Business Partnerships." (Lists)

Gray, Sandra T. "How to Create a Successful School/Community Partnership," *Phi Delta Kappan*, February 1984, pages 405-409.

Danzberger, Jacqueline and Usdan, Michael. "Building Partnerships: The Atlanta Experience," *Phi Delta Kappan*, Feb. 1984, pages 393-396.

Timpane, Michael. "Business Has Rediscovered the Public Schools," *Phi Delta Kappan*, Feb. 1984, Pages 389-392.

Seeley, David S. "Educational Partnership and the Dilemmas of School Reform," *American Education*, January, February, 1983, pages 5 through 8.

Moran, Mary E. "Improving Schools Through Private Sector Partnerships," *American Education*, January, February, 1983, Pages 5 through 8.

"Directory of Corporate Non-Cash Contributions," *The Idea Bulletin*, National School Volunteer Program, March 1984: a compilation of corporations which provide non-monetary support to non-profit organizations (lists company's name, city, state and type of support).

"Commission '85. A Plan for Economic Development: New Linkages Between Business, Industry, Labor and the VTAE System." (Wisconsin state plan for economic development) Wisconsin Board of Vocational, Technical and Adult Education. June 1983.

Vocational Industrial Clubs of America. *Views on a Common Ground. Five Recommendations from Business for Vocational Education*. P.O. Box 3000, Leesburg, VA 22075.

"Vocational Education for the Nineteen Eighties and Nineties: Perspectives on the Issue of Governmental and Business Cooperation in Vocational Education." Statement by Michael D. Usdan, Institute for Educational Leadership, to the Subcommittee on Education, Arts and Humanities, Committee on Labor and Human Resources, U.S. Senate, February 24, 1983. (8 pages.)

"Adopt-A-School" projects: various material from state of Tennessee and from San Diego.

## **Miscellaneous (Video Tapes, Research, Training Materials)**

"Partnerships in Education: Education Trends of the Future." U.S. Department of Education. National survey of partnerships in education. Survey results. 1984. (32 pages.)

News clips of Adopt-A-School Programs. VHS Video cassette. San Diego County Office of Education.

Chrispeels, Janet. "Educational Partnerships: Using Community Resources to Improve Schools." San Diego Center for Community Education. San Diego County Office of Education. April 1984. Workshop training guide. 42 pages. (Contains transparency originals and handout sheets.)

"Vocational Education and Business. A Working Partnership." Resource Kit from the American Vocational Association, 2020 North 14th Street, Arlington, VA 22201. (Contains slide presentation, promotional material.)

"Business/Education Cooperation." Information packet from the National Alliance of Business, 1015 15th Street, N.W., Washington, DC 20005. 1984. (Contains research, bibliography, project summaries, Job Training Partnership Act (JTPA) information.)

# Additional Resources

A resource paper on business education partnerships from the Task Force on Education for Economic Growth, "How to Form Business-School Partnerships" by Lois Jackson is available for \$3.00 from the Education Commission of the States, 1860 Lincoln St., Suite 300, Denver, CO 80295 or order by phone at (303) 830-3820.

The National Alliance of Business (NAB) has an information packet on Business Education Cooperation which includes bulletins on projects, a bibliography, an overview of business and education partnerships and executive summaries of two reports from the National Commission for Employment Policy. These articles are "Becoming Partners: How Schools and Companies Meet Mutual Needs" and "Partnerships Between Corporations and Schools." Included as an option in the information packet is *The Private Sector Youth Connection*. The basic packet is \$27.50. For a copy, write NAB at 1015 15th Street, N.W., Washington, DC 20005 or call them at (202) 289-2910.

The American Council of Life Insurance has produced *Company-School Collaboration: A Manual for Developing Successful Projects*. This 56-page booklet describes how to establish company-school links, determine a company's role, work with administrators, work in the schools and evaluate and promote programs. Copies are available free of charge by writing the American Council of Life Insurance, 1850 K Street, N.W., Washington, DC 20006, or call them at (202) 862-4000.

*Volunteer: The National Center for Citizen Involvement*—An organization which networks information on volunteer efforts around the nation. A newsletter, *Volunteering*, is published. (See April 1983 issue for information about business-school linkage.) For more information, contact: Volunteer, P.O. Box 4197, Boulder, CO 80306.

Two policy reports on helping youth move from classroom to workplace and the role business and industry should play in that transition, are:

- *Giving Youth A Better Chance: Options for Education, Work and Service*, The Carnegie Council on Policy Studies in Higher Education (1979, 345 pages, \$13.95 prepaid from: Jossey-Bass Publishers, 433 California St., San Francisco, CA 94104).
- *The Transition of Youth to Adulthood: A Bridge Too Long*, National Commission on Youth (1980, 272 pages, \$22.50 hardcover and \$10.00 paperback prepaid from: Westview Press, 5500 Central Ave., Boulder, CO 80301).

Two detailed accounts of business involvement in education have been published by The Conference Board. They are:

- *Education in Industry* (1977, 97 pages, \$5.00 for associates and educational; \$15.00 for all others).
- *Educating Students for Work: Some Business Roles* (1980, 62 pages, \$5.00 for associates and educational; \$15.00 otherwise).

These reports are available from The Conference Board, Inc., 845 Third Ave., New York, NY 10022, or call them at (212) 759-0900.

Two interesting accounts of business and labor involvement in education are the transcripts of a series of Options in Education radio programs produced and broadcast by National Public Radio. These are: "Business Education," and "Education for and About Workers." They are available in either cassette or printed transcript form from: Options in Education, National Public Radio, 2025 M St., N.W., Washington, DC 20036.

*Corporate Action in Public Schools* is a manual for implementing a corporate released time program. It includes a needs assessment model, recruitment techniques, follow-through suggestions and program evaluation forms. 1978 (\$5.00)

"We Also Learn," is a 16mm film developed through AT&T Long Lines. It depicts corporate employees in action in the schools. Rental fee is \$25.00. Both items are available from San Francisco School Volunteers, 135 Van Ness Avenue, Room 20B, San Francisco, CA 94102.

## **Business-Industry Education Councils**

The two major national organizations involved in establishing and maintaining business-industry-education councils at the local, regional and state level are the National Association for Industry-Education Cooperation (NAIEC) and the Work-Education Consortium of the National Institute for Work and Learning (NIWL). Materials and resources available from each include:

1. NAIEC: *Industry-Education Councils: A Handbook* (\$3.25); *How to Plan a Community Resources Workshop: A Handbook* (\$3.95); *Community Based Career Education Advisory Councils: A Mechanism for Local Collaborative Efforts* (a film, \$25.00 rental); *Independent Educational Management Audit: A System Approach* (\$5.95); *The Teachers Guide to Industry-Education Cooperation* (published six times a year, \$10.00 donation to become a member of the NAIEC National Clearinghouse); *A Guide for Evaluating Industry-Sponsored Educational Materials* (\$.25); *Journal of Industry Education Cooperation* (\$5.90 per year, published semi-monthly); and *NAIEC Newsletter*. Any or all of these publications can be obtained from the National Association for Industry-Education Cooperation, 235 Hendricks Blvd., Buffalo, NY 14226. Telephone (716) 834-7047.
2. NIWL: *The Boundless Resources: A Prospectus for an Education/Work Policy* (1975, 205 pages, \$4.95); *Industry-Education-Labor Collaboration: The Literature of Collaborative Councils* (1981, 143, pages, \$15.00); *Work-Education Councils: Profiles of Collaborative Efforts* (1979, 180 pages, \$10.00); and *The Work-Education Game*, a quarterly newsletter. Inquiries about NIWL work-education publications should be addressed to: Publications Office, National Institute for Work and Learning, 1200 18th Street, N.W., Suite 316, Washington, DC 20036. Telephone (202) 887-6800.



# **An Analysis by the Montana Council on Vocational Education**

In reviewing the scope and outcome of the B + E = ED Conference, the MCVE Coordination and Communication Committee has determined that increasing attention is being devoted to the need for improved joint efforts between vocational education and various sectors of business and industry.

Participants attending this conference were provided information and resources allowing them to:

- identify the mutual benefits of partnerships;
- describe various types of partnerships;
- develop techniques for building a collaborative project;
- identify factors contributing to success; and
- develop an action plan for setting up a collaborative partnership.

The Coordination and Communication Committee was also able to identify significant benefits to vocational education through collaboration with business and industry such as:

- opportunities for staff development: upgrading and updating skills of vocational education instructors;
- exposure of students to state-of-the-art equipment and training methods;
- acquisition of modern equipment and instructional materials;
- technical assistance in course and curriculum development;
- support within the private sector for vocational education objectives; and
- new vocational offerings.

This conference provided a real opportunity for the Council to broaden the base of vocational education-industry partnerships in Montana. It helped meet a priority need to strengthen and expand the economic development of communities, develop human resources, increase productivity, and expand vocational education capabilities through a greater number of truly integrated vocational/industrial/business training programs.



# **Acknowledgements**

The following departments and offices, companies, organizations and associations made the conference possible:

Office of the Governor  
Governor's Committee for Employment of the Handicapped  
State Department of Labor and Industry  
State Department of Commerce  
IBM Corporation  
Montana Power Co.  
Mountain Bell  
Montana Chamber of Commerce  
Montana Stockgrowers Association  
Montana Center for Community Education  
Montana Association for Adult & Community Education  
Montana Bankers Association  
Montana Vocational Association  
U.S. Small Business Administration

A special thanks also goes to the Office of Public Instruction staff, Helena Chamber of Commerce "Greeters," the Helena Vo-Tech Center staff and the VICA Advisory Council for the volunteer assistance.





